

**E 6608**



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Reg. No.....

Name.....

**B.B.A., B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, SEPTEMBER 2024**

**First Semester**

**GLOBAL BUSINESS ENVIRONMENT**

(Common for B.B.A. and B.B.M.)

[2013—2016 Admissions]

Time : Three Hours

Maximum Marks : 80

**Part A**

*Answer **all** questions.*

*Each question carries 1 mark.*

Define :

1. World Bank.
2. FDI.
3. Anti Dumping.
4. Green Revolution.
5. WTO.
6. International Business.
7. Portfolio Investment.
8. Tariff.
9. Economic Risk.
10. Inflation.

(10 × 1 = 10)

**Turn over**





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### Part B

*Answer any **eight** questions.*

*Each question carries 2 marks.*

11. What is OPEC ?
12. What is the role of Economic factors in the International Business Environment ?
13. List any *three* Importance of International Business ?
14. What is the role of the World trade Organization in the global business environment ?
15. What is Anti- dumping duty ?
16. What is International Monetary Fund ?
17. Differentiate between a tariff and a non- tariff barrier ?
18. What is ASEAN ?
19. How do import licensing requirements restrict international trade ?
20. How do subsidies act as a non-tariff barrier in trade ?
21. How does the UNCTAD contribute to international business ?
22. What is the role of the United Nations (UN) in international business ?

(8 × 2 = 16)

### Part C

*Answer any **six** questions.*

*Each question carries 4 mark.*

23. Define IBRD ? Explain the role of IBRD in the economy ?
24. What is Privatisation ? Explain the advantages of Privatisation ?
25. "Dumping can negatively impact the domestic economy. Comment.
26. Discuss the major impact of Globalisation in India after 1991.
27. How do anti-dumping measures affect global trade relations between countries ?





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28. What is the Objective of Liberalization in LPG Policies ?
29. Explain the main types of International trade barriers ?
30. What is the World Bank and how does it support International Development ?
31. Examine the role of the IMF and the World Bank in the economic development of developing countries ?

(6 × 4 = 24)

### **Part D**

*Answer any **two** questions.*

*Each question carries 15 marks.*

32. Explain the Micro and Macro Environmental Factors affect the Business ?
33. Explain Liberalisation. Privatisation and Globalisation. Discuss the importance.
34. Explain Dumping. Explain the various measures used by governments to counteract Dumping.
35. Discuss the role of the World Trade Organization (WTO) in promoting global trade. How does the WTO resolve trade disputes and what challenges does it face in the current global trading environment ?

(2 × 15 = 30)

